



#7/14
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PM

REISSUE PATENT
Docket No. 11032/3028

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Gary B. ROBINSON

Reissue Appln. No. : To Be Assigned (Reissue of 08/774,180, filed on
December 26, 1996, now U.S. Pat. No.
5,918,014, issued June 29, 1999)

Reissue Filing Date : Herewith

For : AUTOMATED COLLABORATIVE FILTERING IN WORLD
WIDE WEB ADVERTISING

Group Art Unit : To Be Assigned

Examiner : To Be Assigned

Box REISSUE
COMMISSIONER FOR PATENTS
Washington, DC 20231

PRELIMINARY AMENDMENT

S I R:

Applicants respectfully request that this Preliminary Amendment be entered in the
above-identified broadening reissue application before examination of said application.

In the Claims

Please add the following new claims:

26. (new) A method for advertising, including:

A. receiving information based upon the activity of a user in an interactive
medium;
determining a community for said user based upon said received information;
and
selecting an advertisement to be displayed to said user based upon said
community.